

# APPENDIX G

## CITY OF TROY

### DOWNTOWN OPINION SURVEY 2003

The survey form was delivered to each Downtown Troy business.  
Responses are collated on the following pages.

The numbers following each line indicate the number of respondents  
answering in agreement with that statement.



## **DOWNTOWN OPINION SURVEY**

Question #1 – What do you like best about Downtown Troy?

- Very nice & beautiful – 1
- Small town feeling with large atmosphere – 3
- Appearance – 5
- Atmosphere & Safety – 3
- Wide streets & accessibility – 1
- Small – convenient to get to places – 2
- Historical aspect – 3
- Specialty shops – 3
- Personal & Friendly – 1
- The square & fountain area – 1

Question #2 – What do your customers like best?

- Complain of parking – 1
- Atmosphere & Safety
- Shops – 5
- Small & convenient to get to – 6
- The square – 1

Question #3 – What does Downtown need more of?

- Parking – 8
- Outside dining – 2
- Variety of retail (drug store, shoe store, quality retail, etc.) – 13
- Community involvement – 1
- Establishments open past 9:00 pm – 2
- Ground floor info center – 1

Question #4 – What does Downtown need less of?

- Non-retail business – 1
- Kids on skateboards – 2
- Absentee property owners – 1
- Temporary tenants – 1
- Restaurants – 3
- Lawyers – 1
- Non-cooperation between private entities & government – 1
- Cars – 1
- Cheap retail – 2
- Can't think of anything – 2
- Offices – 1
- Parking complaints – 1
- Comprehensive planning

Question #5 – Did the streetscape improvements help Downtown?

- Yes – 17
- No – 3
- Half/Half – 4
- Visually but not in retail – 1

Question #6 – Should the City consider doing more streetscape improvements?

- Yes – 12
- No – 9
- Yes – extend further out – 2

Question #7 – Did the changes to the parking regulations help free up more parking?

- Yes – 2
- No – 13
- Maybe – 5

Question #8 – Is another parking lot needed?

- Yes – 19
- No – 2
- Need more free parking – 1

Where?

- Close to courthouse – 3
- Behind La piazza – 4
- Get County to park employees out of Downtown – 2
- Off Water Street towards St. Patrick's – 1
- Near K's restaurant – 1
- Within 2 blocks of square – 2
- Need employee parking with yearly sticker – 1
- East & West Main – 1

Question #9 – Where do you park?

- In back of store – 6
- Non-metered spaces – 1
- On side street – 6
- Two blocks away – 1
- Wherever can find a space – 2

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- Metered lot – 6
- Private lot – 2

Question #10 – Where do your employees park?

- On side street – 7
- Where can find a space – 4
- Behind building – 1
- Walk – 1
- Non-metered – 1
- Metered lot – 7
- Private lot – 2
- Front of store – 1

Question #11 – Where do your customers park?

- Front of store – 9
- Wherever – 7
- Square – 1
- On street – 3
- Private lot – 1

Question # 12 – Do you participate in Troy Main Street promotions?

- Yes – 11
- No – 5
- Sometimes – 7
- Never been asked – 1

Question #13 – What kinds of promotions help your business?

- Anything to get people downtown – 7
- Concerts/Activities – 3
- Ones initiated by business owner themselves – 2
- None – 3
- Sidewalk Sale – 5
- Ones that don't close down the square – 1

Questions #14 – What kinds of promotions help other Downtown businesses?

- Image building – 2
- Don't know – 3
- Sidewalk sales – 3
- Open house events – 1
- Activities on square – 1

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- Entertainment – 1
- Christmas display – 1
- Horse & buggy rides – 1

Question #15 – What kinds of promotions should be encouraged?

- Anything to get people downtown – 5
- Art – 2
- Activity driven – 1
- Quality stores – 1
- Themed – 1
- Entertainment – 2
- Held on court plaza – 1
- Historical Home tour – 1
- Bring Les Wexner in for an afternoon – 1

Question #16 – What kinds of promotions should be discouraged?

- Carnival atmosphere (bed race night) – 2
- Anything that takes people out of downtown – 2
- Anything that closes the streets downtown – 1
- Cheesy/low budget – too commercial – 2
- No alcohol Downtown – 1
- Trick/Treat, Easter – 1